

METHOD AND SYSTEM FOR FACILITATING MARKETING DIALOGUES

Abstract

A system for facilitating marketing dialogues permits multiple instances of multiple scripts to be active at the same time, where each of these dialogues can be at a different place in its script. The dialogues permit interactive communications between the user of the system (such as a marketer) and the user's customers or other participants. Scripts are created using a graphical user interface, in which shapes corresponding to steps in a script are dragged and dropped into a script. Communications can be over a network, by telephone, by mail, or by other means. Overall data from the execution of the scripts can be monitored using another graphical user interface, allowing results and trends to be observed and corrections made to the marketing program. Information regarding the scripts and variables used by the scripts is maintained in a set of tables in one or more databases. A data dictionary provides an interface for data stored in the databases.

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